



Real Food. *frozen.*

PR CAMPAIGN

Campaign Goal: Drive an increase in conversation and positive sentiment about the frozen food categories, focusing on key messaging pillars: Real, Exploration, Flavorful and Value; with messaging and content aimed at innovation, real ingredients, chef-inspired recipes, fresh flavors, and portions that leave nothing to waste.

FIRST QUARTER 2020 PR RESULTS

287.8M+

 Total PR Campaign Impressions

STRATEGY

During first quarter 2020, NFRA continued to tell the positive stories of **Real Food. Frozen.** through carefully developed communication platforms and unique and engaging tactics to reach large audiences of consumers. Once again, the annual March Frozen Food Month promotion provided the added opportunity to amplify our PR efforts as all segments of the industry came together for the “Savor the Taste of Real Food...Just Frozen” campaign. The COVID-19 pandemic altered NFRA’s social media strategy to include a concentration on “Easy At-Home Meals” and to provide important food industry information to NFRA’s large consumer audiences through the Easy Home Meals website and all Easy Home meals social media platforms.

TACTICS

Storytellers



Our 2020 Cool Food Panel of home cooks, trained chefs and foodie experts was again central to NFRA’s **Real Food. Frozen** campaign efforts during the first quarter. New talented influencers joined this diverse group, focusing on creative culinary content development and sharing recipes and frozen food messaging to large online communities. The bloggers successfully fueled positive conversations and drove inspiration with frozen- based meal

assembly solutions – all with a focus on NFRA member brands. **The Cool Food Panel garnered impressions of more than 1M.**

Media Outreach

Media outreach initiatives during the first quarter included a Satellite Media Tour (SMT) that amplified March Frozen Food Month, as well as traditional and online, paid and earned, media outreach. The SMT featured chef, lifestyle expert and TV personality Ceci Carmichael, touting **Real Food. Frozen** and all of the hottest trends and innovative products in the frozen food aisle. The SMT secured 2,107 broadcast airings across the country and **reached more than 25.5 million viewers/listeners.**



Media releases included a multimedia release for March, and a successful PR Newswire media effort focused on NFRA’s State of the Industry Report, which featured a new “Impressive Power, Impressive Growth” infographic. The release achieved 159 media placements and **reached an audience of more than 105 million.**

Newsletters

NFRA PR Campaign communications support the consumer outreach and frozen food messaging, as well as NFRA member engagement. Our **Easy Home Meals** consumer e-newsletter features trending recipes, frozen food tips and food safety guidelines. The quarterly **What’s Hot and New in Frozen & Refrigerated Foods** e-newsletter shares new product introductions to industry and consumer audiences.



Media Partnerships

We continue to successfully collaborate with long-time partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos – and to effectively reach consumers where they are searching and connecting with food. Unique initiatives during first quarter included a special March TV segment, and additional Fast Recipe Videos (for social media platforms). **Mr. Food Test Kitchen activations earned 15.5M impressions.**



NFRA hosted a successful **#FrozenFoodMonth** Twitter Party with Resourceful Mommy that included conversations about innovations in frozen, food hacks and frozen tips, recipes and favorite products. Throughout the one-hour chat, 161 Twitter users were engaged, including member brands, chefs, RDs and bloggers, **garnering a total of 79+M impressions (and 5.1K tweets).**

Easy Home Meals Blog & Social Platforms

The Easy Home Meals website and blog continued to attract a growing and engaged fan base during first quarter. The Easy Home Meals social properties also continued to grow in numbers and engagement and promote all things frozen – including priority products, hot trends of the moment, food holidays, Cool Food Panel content, March Frozen Food Month and more. **Easy Home Meals gained 394K impressions and 315K social engagements (likes, comments and shares).**



Special Initiatives

In light of the COVID-19 pandemic, NFRA adjusted our consumer social media strategy –developing an **#AtHomeEasyMeals** blog series focused on different categories/themes to bring a little inspiration and fun into meal planning and cooking while “quarantined.” The series is full of recipes, information and features on member initiatives during the crisis.

Food Waste remained a priority as we developed and introduced a new **Food Waste Whiteboard Animation** video – a new tactic and resource for the NFRA and members to share on social media.



NFRA also expanded connections and provided additional valuable resources to **Supermarket Registered Dietitians** in first quarter 2020.

ACTIVATION HIGHLIGHTS

The Frozen Food Aisle Delivers A successful SMT with theme and messaging focused on the hottest trends and innovative products in the frozen food aisle.

Find Today's Hottest Food Trends in the Frozen Food Aisle! A multimedia news release promoting March and Real Food. *Frozen* sharing frozen food recipes, infographics, videos and more.

Food Waste Whiteboard Animation New food waste tool and resource for social media.

At Home Easy Meals blog and **Pinterest Board** centered on providing recipes, inspiration and fun for meal planning and cooking while “quarantined.”

Impressive Power, Impressive Growth infographic sharing NFRA’s State of the Industry Report data and insights.

Cupid’s Raspberry Mousse Cups Fast Recipe Video Our latest addition to NFRA’s growing non-branded Fast Recipe Video library.

Mr. Food Test Kitchen March TV segment March Frozen Food Month kicks-off in the frozen food aisle.

Newsletters/Toolkits

- [What’s Hot and New in Frozen & Refrigerated Foods](#)
- [Easy Home Meals](#)
- [Supermarket Registered Dietitian’s Toolkit](#)

A Few Food Blogger Favorites

- Michelle (Modern Mom Life) – [Easy Game Day Football Potato Skins](#) (featuring FarmRich)
- Ruthie (Cooking with Ruthie) – [Spring Waffle Bar Recipe](#) (featuring Eggo)
- Tatanisha & Derrick (This Worthey Life) – [Crispy Hash Brown Taco Recipe](#) (featuring Ore-Ida)

EASY HOME MEALS

BY THE NUMBERS (ENDING 3/30/2020)

Facebook: 463,834 likes

Twitter: 3,128 followers

Pinterest: 6,600 followers

Instagram: 3,198 followers

YouTube: 224 subscribers

Easy Home Meals website:

93,751 unique users; 314,776 sessions;

393,317 pageviews

EHM Newsletter: 44,600 subscribers